

Pérez-Llorca



Pablo Solano Díaz

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Practices and Sectors

- Competition

Profile

Pablo Solano joined Pérez-Llorca as Of Counsel in 2026. He is a lawyer specialising in European Union law, competition law and regulation. In addition, he has previous experience in law firms in both Spain and the United Kingdom, as head of competition and regulation in multinational technology companies and in the Court of Justice of the European Union. Pablo lectures on competition and EU law in Masters, undergraduate and specialisation courses at IE University, as well as at Universidad Carlos III, Universidad de Navarra, ICAM and ISDE. He is also a member of the board of directors of the Asociación Española de Defensa de la Competencia, advisor to the Competition Section of the Madrid Bar Association and editor of the magazine World Competition and the blog EU Law Live, and frequently contributes to international and Spanish specialist journals.

Studies:

- 2016 — Specialisation programme in EU and Spanish Competition Law, Instituto de Estudios Bursátiles, Madrid (Spain). Published end-of-course work.
- 2015 — Master's degree in European Law (LL.M.) and Economic Analysis (ELEA-LAW), College of Europe, Bruges (Belgium). Dissertation published in repository.
- 2014 — Master's Degree in European Studies, Centro Internacional, Universidad de Sevilla, Seville (Spain). Dissertation published in repository.
- 2013 — Degree in Law, Faculty of Law, Universidad de Sevilla, Seville (Spain). Prize for Academic Achievement.
- 2013 — Degree in Business Administration. Prize for Academic Achievement. Faculty of Economic and Business Sciences, Universidad de Sevilla, Seville (Spain). Prize for Academic Achievement.

He speaks Spanish, English and French.

Experience

Pablo has an outstanding track record in competition law and regulation. Since January 2026 he has

been an Of Counsel in Pérez-Llorca's Competition Law practice area. He is also an advisor to the Competition Section of the Madrid Bar Association.

He has held senior competition roles in the European technology sector and acted as a competition and regulatory law advisor in the payments sector. Prior to this, he gained experience as a lawyer specialising in competition and European Union law and was an exchange lawyer in the office of an advocate general at the Court of Justice of the European Union.

He combines his professional activity with editorial and associative work. He is the editor of *EU Law Live's "Competition Corner"*, a member of the Editorial Board of the *World Competition Law and Economics Review* and a member of the Board of Directors of the Asociación Española de Defensa de la Competencia.

Academic and publishing collaborations

Since 2019, Pablo has lectured on postgraduate and specialised training courses, mainly in the areas of competition law, international law, digital law and regulated sectors.

He teaches on various master's degrees and specialisation courses at the Universidad Carlos III de Madrid, IE University, Universidad de Navarra, the Instituto Superior de Derecho y Economía and the Madrid Bar Association, among other institutions. He has also participated in international specialised legal training programmes.

Academic and Publishing Collaborations:

- Pablo Solano Díaz, "Memoranda of Understanding: Towards a paradigm of informality", NATO Legal Gazette, 2013.
- Pablo Solano Díaz, *"La defensa colectiva de Europa ante el desafío cibernético"*, Universidad de Sevilla, Department of Public International Law and International Relations, 2014.
- Pablo Solano Díaz, "The Indirect Purchaser through the Looking Glass", Colegio de Europa, 2015.
- Pablo Solano Díaz and Patricia Vidal Martínez, "Towards a more EU Consistent Approach to the Analysis of Vertical Restraints in the E-Commerce Sector", Competition Law & Policy Debate, 2016, vol. 2, no. 2, pp. 45-52.
- Pablo Solano Díaz, "Price parity clauses: has the Commission let slip the watchdogs of war?", European Journal of Legal Studies, 2016, vol. 9, no. 1, pp. 38-61.
- Pablo Solano Díaz, "EU Competition Law Needs to Install a Plug-in", World Competition, 2017, vol. 40, no. 3, pp. 393-420.
- Pablo Solano Díaz, *"La decisión de la Comisión Europea en el asunto Google Search. La última frontera del Derecho de la competencia"*, Actualidad Jurídica Uría Menéndez, 2017, no. 47, pp. 96-103.
- Alfonso Gutiérrez Hernández and Pablo Solano Díaz, *"Desarrollos recientes en materia de abuso de posición dominante en el sector farmacéutico"*, Comunicaciones en Propiedad Industrial y Derecho de la Competencia, CEFI. Instituto de Derecho y Ética Industrial, September-December 2017, no. 82, pp. 129-142.
- Pablo Solano Díaz, "Syndicated loans and financial derivatives: 'Belling the cat' of market conditions", Law Ahead Hub, IE Law School, 2018.
- Pablo Solano Díaz, "The Android decision: Is the EU blade runner seeking to retire the more-economic replicant?", Law Ahead Hub, IE Law School, 2018.
- Jaime Folguera Crespo and Pablo Solano Díaz, *"La ley 27.442 de Defensa de la Competencia. Algunas consideraciones desde la perspectiva europea"*, in Pablo Trevisán, Miguel del Pino and Demetrio Alejandro Chamatropulos, Comentarios a la Ley de Defensa de la Competencia

(La Ley, Buenos Aires), 1st ed., 2018, 741 pp., pp. 663-680.

- Pablo Solano Díaz, "Coordination and information exchanges in financial markets. What comes first: The chicken or the egg?", Law Ahead Hub, IE Law School, 2019.
- Pablo Solano Díaz, "*Competencia y blockchain: Jugando con las mismas reglas en un tablero roto*", Alastria Legal, April 2020, no. 1, pp. 40-43.
- Pablo Solano Díaz, "Coordination in blockchain: Are smart contracts to outsmart competition rules?", Law Ahead Hub, IE Law School, 2020.
- Pablo Solano Díaz, "Abuse of dominance in digital platforms and blockchain. Is the same bottle good for so different wines?", Alastria Legal, November 2020, no. 2, pp. 38-43.
- Pablo Solano Díaz, "*Defensa de la competencia y blockchain. Aplicación más flexible para abordar una complejidad inédita*", Anuario Mercantil, Tirant lo Blanch, 2021, pp. 331-358.
- Pablo Solano Díaz, "*La tokenisation comme instrument de politique publique, concurrence et régulation: risques, opportunités et synergies*", Revue Lamy de la concurrence, February 2023, no. 124, pp. 18-27.
- Pablo Solano Díaz, "*Slovak Telekom o el optimismo. ¿Teoría de la unificación u oportunidad perdida?*", Estudios sobre Jurisprudencia Europea, Materiales del VI Encuentro anual del Centro español del European Law Institute, Editorial Jurídica Sepín, 2023, pp. 1209-1224.
- Pablo Solano Díaz, "Of Core Platform Services, Fairness and Contestability - Competition law through the Hall of Mirrors", EU Law Live, 30 November 2023.
- Pablo Solano Díaz, "Opinion in Google Shopping: Growing and trimming Occam's beard and cutting oneself on the way", EU Law Live, 16 January 2024.
- Pablo Solano Díaz, "Quantum antitrust - A unified exclusionary abuse theory", International Review of Intellectual Property and Competition Law, Springer, 2024.
- Pablo Solano Díaz, "A hopeful Reading of Android Auto and Google Shopping. Content, Context and equally efficient Competitors: Google and Alphabet (C-48/22 P)", EU Law Live, 12 September 2024.
- Pablo Solano Díaz, "Relative Efficiency to the Rescue of the Draft Guidelines on Exclusionary Abuses", EU Law Live, 25 November 2024.
- Pablo Solano Díaz, "The Recognition that Dare Not Speak Its Name: AG Kokott's Opinion in Google Android (C-738/22)", EU Law Live, 25 November 2024.

Professional organisations

- Member of the Board of Directors of the Asociación Española de Defensa de la Competencia.
- Adviser to the Competition Section of the Madrid Bar Association.
- Member of the Editorial Board of World Competition.

Recognition

- Nominated for the Concurrences Antitrust Writing Awards 2026.